

ORDER

**WOOD**

Orders

Order / Rev: 196208

Alt Order #: 6838616

Product Desc: DETROIT INTL BRIDGE

Estimate: 806813

Flight Dates: 08/07/12 - 08/10/12

Original Date / Rev: 08/06/12 / 08/06/12

Order Type: REG

Primary AE: Petry Philadelphia

Sales Office: P-PHI

Sales Region: Nat

Agency Name: Smart Media Group

Buying Contact:

Billing Contact:

814 King Street

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser Name: POL/Detroit International Bridge

Demographic: A35+

Product Codes: PL2

Priority: P3

Revenue Codes: AGY, POL, POL-ISS

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID: IN10086/SP6681/TO1332/MO1041

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/30/12 | 08/10/12 | 8 | \$8,175.00 | \$6,948.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-------------------|-------------------|-------------|
| August 2012 | 8 | \$8,175.00 | \$6,948.75 | 0.00 |
| Totals | 8 | \$8,175.00 | \$6,948.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------|--------------|--------------|-------------------------------|---------|
| Petry Philadelphia | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|-------------|
| WOOD | 36% | \$8,175.00 |
| Market | 100% | \$22,708.33 |

Competitive Share

| | Share | Total |
|-------|-------|------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 1% | \$227.08 |
| WGVK | 0% | \$0.00 |
| WGVU | 0% | \$0.00 |
| WLLA | 0% | \$0.00 |
| WOTV | 0% | \$0.00 |
| WTLJ | 0% | \$0.00 |
| WWMT | 36% | \$8,175.00 |
| WXMI | 0% | \$0.00 |
| WXSP | 0% | \$0.00 |
| WZPX | 0% | \$0.00 |
| WZZM | 27% | \$6,131.25 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|-----------------------------------|-------------------|--------------------|---------------|---------|-------|------------|-----|------|------|-------|------------|
| E 1 | WOOD | 08/08/12 | 08/09/12 | Olympic Late Night | CM | 1235-135am | -- WT-- | :15/:15 | 2 | \$1,500.00 | P3 | 0.00 | BK | 2 | \$3,000.00 |
| | | | | Olympic Late Night | | (12:35 AM-1:35 AM) | | | | | | | | | |
| | | | | LATE NIGHT OLYMPICS BOOKEND :15'S | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| | | Week: 08/06/12 | 08/12/12 | -- WT-- | 2 | \$1,500.00 | 0.00 | | | | | | | | |
| E 2 | WOOD | 08/08/12 | 08/10/12 | | CM | 12-1235am | -- WTF-- | :15/:15 | 3 | \$1,500.00 | P3 | 0.00 | BK | 3 | \$4,500.00 |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|-------------------|-----------------|-----------------|-------|---------------------|---------|-------------------|-------------|-----|---------------|--------|-------|------------|
| Late News Olympics | | | | | | | | | | | | | | |
| News 8 after Olympics (12:00 XM-12:35 XM) | | | | | | | | | | | | | | |
| LATE NEWS BOOKEND :15'S | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | -- WTF -- | | | | 3 | \$1,500.00 | | 0.00 | | | |
| E 3 | WOOD | 08/07/12 | 08/10/12 | 5am Daybreak | CM | 5a-6am - TW- F - - | :15/:15 | 3 | \$225.00 | P3 | 0.00 | BK | 3 | \$675.00 |
| 5am Daybreak | | | | | | | | | | | | | | |
| 5A NEWS BOOKEND :15'S | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | - TW- F - - | | | | 3 | \$225.00 | | 0.00 | | | |
| | | | | | | | | | | | | Totals | 8 | \$8,175.00 |